**Abstract**

In recent years there has been an increasing interest in the Corporate Social Responsibility (CSR) practices of companies. This phenomenon have been encouraged by the demands of society for responsible business as well as the attention of international bodies urging social and environmental considerations into business practice. Much research in the field has focused on transparency and accountability of corporation and their responsibility towards society and the environment.

The relationship between CSR and the core business of companies has been researched less, as has the question of how Corporate Strategy has a role in CSR practices. Therefore, the aim of the current research is to explore the CSR practices (Disclosures) of companies and their relation to various aspects of Corporate Strategy in the context of the annual report. There were two complementary open-minded research questions:

Research Question *1: What CSR Practices are different or similar from business to business and company to company?*

Research Question *2: What is the relationship between CSR practices and business performance?*

I selected twenty companies listed in the FTSE (FTSE100 and FTSE200) from a cross-section of industry. This data selection was based on theoretical sampling of the Grounded Theory method. The data analysis and the theory development was done according to this Method applying a Constructivist Approach. The theory is discussed based on the existing literature. Finally, implication of the findings for the research area in CSR implementation, and CSR integration into corporate strategy are discussed with suggestions for future research.